

**Funding Subcommittee Minutes
10-Year Plan to End Homelessness
City of Long Beach**

Date: April 24th, 2006
Time: 9:00-10:30am
Location: United Way, 3515 Linden Ave, Board Room, Long Beach

Co-chairs

Keith Green, United Way
Ed Neusteter, Community Member

Summary of Discussion

Discussed goal of subcommittee

- Discussed identifying funding for implementation phase of plan
- Funding Subcommittee is here to help the other subcommittees identify funding
- Subcommittee needs information back from other subcommittees to determine focus
- Clarified 5 overarching goals (Housing, Income, Supportive Services, Community Involvement, Data/Outcomes)

Subcommittee agreed to focus on implementation first

- Subcommittee will meet to develop implementation structure
- Subcommittee to shift focus to funding for implementation committee
- It was suggested to create an implementation team

Implementation Coordinator and Assistant

- Discussed needing a dedicated staff person to guide implementation
- Discussed hiring a coordinator to lead the implementation phase of plan, this person would coordinate stakeholders, help secure new funding, connect with city boards, etc.
- It was also suggested that a grant writer be hired to assist with fundraising.
- It was recommended that the subcommittee hire a contractor/consultant (not a full-time city employee) as Implementation Coordinator

How far to develop funding pro-forma?

Discussed how and what to present to City Council

- Discussed getting Council's acceptance of the plan first before sending letters of intent
- It was mentioned that policy issues (fears) are more important than a specific funding source or identifiable money. There are still problems with misconceptions surrounding "build it and they will come."
- Community Education Subcommittee and Implementation Subcommittee to dispel these myths (discuss the costs of homelessness)

Who will guide the implementation?

- A suggestion was made to have an Executive Director of a local non-profit assume responsibility of implementation.
- Develop a separate non-profit? City staff emphasized that this is a community driven process, not a city driven process. It was recommended that the process stay connected to the city.
- One member suggested that the city develop a relationship with a large foundation such as Long Beach Housing Court or Long Beach Cares

Keep City Council informed

- It was recommended that the subcommittee keep city council informed of the 10 Year Process.
- City staff reported that the matrixes should be completed by June. They will then be combined and taken to focus groups for review, and then to city council.
- City staff plans to have a draft ready to walk to council by 2006, and the full plan by 2007.

Subcommittee agreed to focus on implementation

- Implementation is the foundation for a successful plan

Then have implementation committee focus on Community Education alongside raising funds

- Engage CSULB (marketing students?) to participate in community education and Ad Council to alleviate fears
- How to engage foundations and developers to donate, whom do they donate to? The United Way?
- A recommendation was made to invite Tom Hennessey at the Press Telegram to write an article to highlight the 10-year plan. The article could potentially generate donations. Engage him once the tool is developed.

Suggested to approach:

- Developers/large businesses (Standard Pacific, Verizon, SCE, Brookfield)
- Banks (fulfills the Federal rules and requirements to give back to community)
- Hospital foundations
- University foundations
- DLBA
- Large hotels
- Boeing (Larry Whitley)
- LBSD
- Maritime Association
- Long Beach Transit
- MTA
- SIMBY - Solutions In My Backyard (Give these groups publicity, make a pitch for incentives to participate)
- Labor Unions (fire, police, teachers)
- Peter Casavella, Pacific Homes, Camden

Issue of chronic homeless raised by Ms. Shippey. Subcommittee discussed the need to approach this population differently (non-traditionally) to engage successfully.

This is an emotional issue, needs to be approached on this level (have buttons made, create a billboard, promote SIMBY)

Next Steps

1) Keith Green and Ed Neusteter to develop a tool to use to take out to developers (identify incentives for foundations to contribute to the 10 Year Plan) Corrine will further develop tool created by Keith and Ed. Tool will then be brought back to subcommittee to review.

- Who would they feel better giving to? City of LB versus United Way (potential fiscal agent?)

2) Keith to approach United Way in San Diego on their process, how they collaborated with the City on their 10 Year Plan

3) Beth Stochl to identify top 10 developers to approach for the next meeting

4) Keith will meet with Pilar Hoyas at Watsonland for tips on how to approach foundations and developers.

5) Congresswoman Sanchez' aide, Rachel Potucek, to compile a list of large unions to engage

- Congresswoman Sanchez's aid discussed grant writing information available through her office

Next meeting set for June 5th, 2006 from 9:00-11:00am at United Way.

Meeting Adjourned